

# *Reimbursement Revolution: Innovative Ways to Unlock Hidden Revenue*



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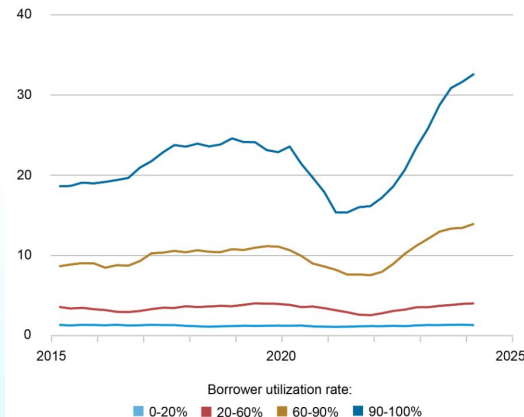
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DentalHQ



# Economic Outlook

- Prices of dental services are up 15.83%, with CPI at 21.75%.
- Credit card delinquency rate is increasing.
- Insurance costs are expected to rise another 4% this year.
- The country's increasingly aging population will see a significant "turning point" by 2030 where 1 in 5 will be over 65 years old.
- 10,000 Baby Boomers are retiring every day.

Maxed-Out Borrowers See Increasing Delinquency  
Percent of balances transitioning into delinquency



Source: New York Fed Consumer Credit Panel/Equifax.

# Challenges of Participating in PPOs

## ❖ **Rising costs**

- PPE
- Materials
- Personnel

## ❖ **Stagnant or decreasing reimbursement from many PPOs**

## ❖ **Administrative hassles**

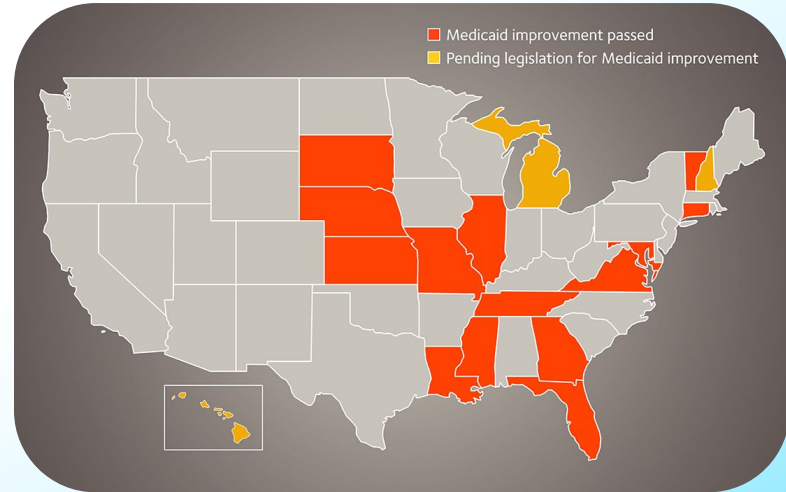
## ❖ **Are they loyal to you or their carrier?**

# 125% Increase in Medicaid Fees?!

Missouri -

1.3 Million Medicaid participants, most of which receive a dental benefit.

Approx 1,000 dental providers enrolled. This is an increase, two years ago - 749 dental providers.



# 125% Increase in Medicaid Fees?!

## Comparing the Codes

*See how these popular billing codes are reimbursed!*

Billing Code	Office Fee	PPO	Medicaid
D0120 Periodic Exam	\$59.33	\$50.00	\$48.40
D0140 Limited Exam	\$83.50	\$78.00	\$71.20
D0150 Comprehensive Exam	\$91.00	\$87.50	\$83.20
D0240 Intraoral Radiographic Image	\$43.00	\$33.00	\$36.80
D0330 PANO	\$128.33	\$81.00	\$104.80
D1110 Adult PROPH	\$96.50	\$77.00	\$85.60
D1120 Child PROPH	\$80.00	\$55.50	\$62.40
D1206 Fluoride	\$48.00	\$38.50	\$36.80
D2331 Resin Based Composite	\$244.00	\$117.60	\$189.60
D2391 Resin 1 Post	\$174.00	\$103.00	\$169.60
D2392 Resin 2 Post	\$225.00	\$143.27	\$214.40
D2393 Resin 3 Post	\$251.00	\$152.00	\$264.00
D2740 Porcelain Crown	\$1,216.50	\$496.00	\$1,048.80
D2930 Stainless Steel Crown	\$265.00	\$188.00	\$244.80

*Data collected from a small sample of private practices.*

# Benefits of Accepting Medicaid Patients?





Join our plan and experience all  
the benefits of membership  
without the hassles of dental  
insurance.



Doctor Q's  
Fresh Breath Club

#### Adult Wellness Plan

13 & over



\$64/mo

Or \$640/yr

#### INCLUDES

- 1 routine cleaning every 6 months
- Regular exam with cleaning
- Oral cancer screening with cleaning
- 1 set of routine X-rays per year
- 1 emergency exam with X-ray per year
- \*Up to 25% off services(discount only applies at the office of Brentwood Family Dental Center, LLC discounts do not apply when specialty services(Oral Surgeon, Endodontist, Orthodontist, etc.) are required
- \*Never worry about your oral hygiene supplies again. With your membership you will
- be enrolled in Dr. Q's Fresh Breath Club and your oral hygiene supplies will be
- delivered to your door every other month.
- \*Receive a guaranteed \$1,500 line of credit(terms and conditions apply) that can be used for dental treatment at Brentwood Family Dental Center, LLC
- \*Discounted membership fees for families

#### Brentwood Supplemental Benefit Plan

20 & over



\$52/mo

Or \$520.2/yr

#### INCLUDES

- This plan provides you with a discount on services that are not covered by your Medicaid Benefits and oral hygiene products for all of your homecare needs. The plan includes the following:
- \*Use in conjunction with your Medicaid Benefits
- \*Up to 30% off services that are not covered by Medicaid(discount only applies at the office of Brentwood Family Dental Center, LLC discounts do not apply when specialty services(Oral Surgeon, Endodontist, Orthodontist, etc.) are required)
- \*Never worry about your oral hygiene supplies again. With your membership you will
- be enrolled in Dr. Q's Fresh Breath Club and your oral hygiene supplies will be
- delivered to your door every other month.
- \*Receive a guaranteed \$1,500 line of credit(terms and conditions apply) that can be used for dental treatment at Brentwood
- Family Dental Center, LLC
- \*Discounted membership fees for families

#### Perio Maintenance Plan

18 & over



\$167/mo

Or \$1,670/yr

#### INCLUDES

- 1 periodontal maintenance every 3 months
- Fluoride treatment with cleaning
- 2 regular exams per year
- Oral cancer screening with cleaning
- 1 set of routine X-rays per year
- 1 emergency exam with X-ray per year
- \*Up to 25% off services(discount only applies at the office of Brentwood Family Dental Center, LLC discounts do not apply when specialty services(Oral Surgeon, Endodontist, Orthodontist, etc.) are required
- \*Never worry about your oral hygiene supplies again. With your membership you will
- be enrolled in Dr. Q's Fresh Breath Club and your oral hygiene supplies will be
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#### Save with Family Discounts!

5% off with 2 family members, 7% off with 3 family members, 10% off with 4 or more family members



# Benefits of Membership Plans for Dentists

## ❖ Patient Loyalty | Increased MRR

- 97.4% Retention Rate
- 0.67% Delinquency Rate
- Increased case acceptance
- Decrease no-shows and reschedules

## ❖ Take back control

- Direct primary care
- Dictate your own reimbursement
- No insurance hassles

## ❖ Increased Exposure & Marketability





# Benefits of Membership Plans for Patients

## ❖ Access

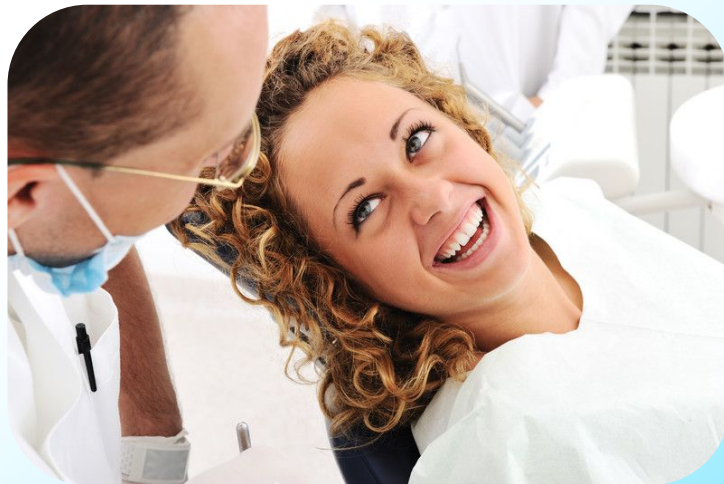
- 80% of uninsured patients don't see a dentist
- #1 Reason cited is COST

## ❖ Transparency

- Affordable monthly or annual payments
- Auto-renew
- Easy to understand

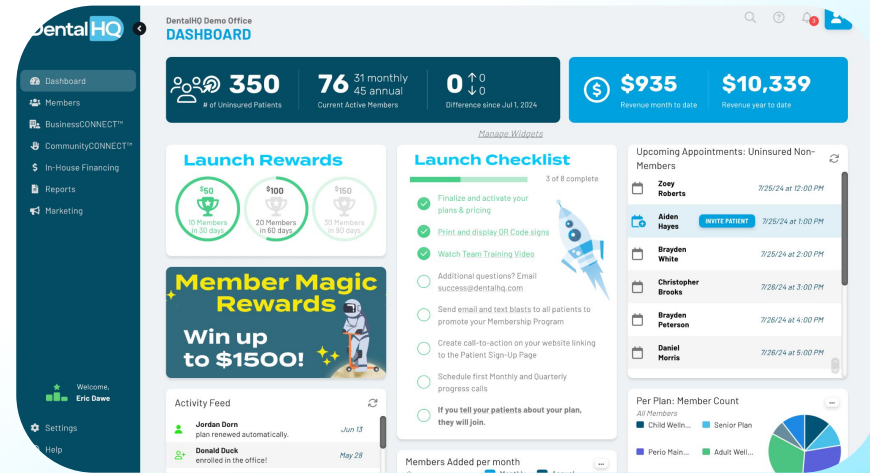
## ❖ Loyalty = Benefits

- Costco, Amazon Prime, AMEX membership mindset



# Successful Implementation

- ❖ **Plan Creation**
  - Included services vs traditional discount plans
  - Pricing your plans
  - Plans for both insured and uninsured patients
- ❖ **Marketing**
  - Displaying your plans
  - Getting your plans in front of patients
  - Easy to understand
- ❖ **Operations**
  - Team involvement
  - Managing your plans and pricing
  - Tracking



# Summary

- I. Review your PPO reimbursement rates
  - A. Helpful tool - [DentalHQ PPO Calculator](#)
- II. Check your state's medicaid fee schedule
- III. Implement a Membership Plan for patient loyalty
  - A. DentalHQ = quick and easy to use
  - B. [OnDemand Demo or Schedule a demo](#)
- IV. Dr. Q's Fresh Breath Club
  - A. [Learn More](#)



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